

**Subject:** ACTION ALERT: Help us end homelessness in L.A  
**From:** "Central City Association" <[mrumsey@ccala.org](mailto:mrumsey@ccala.org)>  
**Date:** 09/14/2016 04:53 PM  
**To:** "Julia Marino" <[jmarino@downtownla.com](mailto:jmarino@downtownla.com)>

CCA Action Alert

 **ACTION ALERT**  
Support Measure HHH

**Give a contribution in support of Measure HHH**

**Help us end homelessness in L.A. Support Measure HHH, the City of Los Angeles' Housing and Homelessness General Obligation Bond.**

CCA believes we have an unprecedented opportunity in November to secure a new source of revenue to address homelessness in the City.

CCA support this initiative as it will provide critical new revenue to address the homelessness crisis.

Join CCA in supporting this initiative! To provide a financial contribution, [please click here](#).

Key Provisions of the Initiative:

1. Measure HHH is a general obligation bond up to \$1.2B that will create permanent supportive housing, affordable housing and facilities for homeless individuals such as temporary shelters and storage facilities.
2. The bond will be secured by an increase in property taxes, issued over a ten-year period and repaid from 2019-2046. The average tax rate will be \$9.84 per \$100,000 in property valuation. We know it is 43% cheaper to house someone than to leave them on the streets.
3. The bond requires 2/3 voter approval.
4. Bond proceeds cannot be used to finance any services or operations. All proceeds must be directed to new facilities.

To get involved, please contact CCA's Managing Director of Legislative Affairs and Government Relations, Marie Rumsey, at [mrumsey@ccala.org](mailto:mrumsey@ccala.org).

5. The measure provides strong citizen oversight. It creates a seven-member Citizen Oversight Committee with four members appointed by the Mayor and three members appointed by the City Council.

To get involved, please contact CCA's Managing Director of Legislative Affairs and Government Relations, Marie Rumsey, at [mrumsey@ccala.org](mailto:mrumsey@ccala.org).

Connect with CCA

[Member Benefits](#)

[Facebook](#)

[Twitter](#)

[Linkedin](#)

Central City Association of Los Angeles

"Our Advocacy Strengthens Your Bottom Line"

[Unsubscribe from this list](#)      [Update subscription preferences](#)

You received this email because you are a member or email subscriber of Central City Association.

626 Wilshire Boulevard, Suite 200  
Los Angeles, CA 90017